

Optimization of digital marketing strategy through e-commerce is increasing SME sales Batik Cikadu, Tanjung Lesung, Pandeglang

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ABSTRACT

Digital marketing is one strategy that business actors can do to promote their business. This community service activity is in the form of training on optimizing digital marketing strategies through E-commerce to increase sales of SME Batik Cikadu, Tanjung Lesung, Pandeglang. Batik Cikadu is one of the creative industries that has experienced a decline in sales due to the pandemic. This training was held face-to-face in the Tanjung Lesung Special Economic Zone (SEZ), Pandeglang Regency, Banten. The training method is in the form of material presentation, followed by discussion and question and answer. The results of this training show the participants' enthusiasm by providing understanding and practical examples in making marketing strategies through social media. With this activity, each group member gains knowledge and experience in digital marketing through e-commerce to make it easier for SMEs to increase brand knowledge to consumers and sales.

Keywords: Batik Cikadu, Digital marketing, E-commerce, SME

1. INTRODUCTION

Batik is one of the cultural heritages owned by the Indonesian people. Although Batik is synonymous with cities in Central Java, such as Yogyakarta, Solo and Pekalongan, Banten also has a Batik SME craft center, namely Batik Cikadu, Tanjung Lesung. Small and Medium Enterprises (SMEs) have a very important role in increasing Gross Domestic Product (GDP) and improving the National economy. The occurrence of the Covid pandemic has had an impact on economic activities in Indonesia, including the activities of SMEs. Sales decreased drastically, products were difficult to market, there were problems with funding or capital, production and distribution activities experienced a decline, as well as difficulties in obtaining raw materials as a result experienced by business actors.

One of the digital strategies currently developing is online marketing. With changes in people's behavior towards meeting online needs, SMEs can use information technology in marketing products sold to consumers. In carrying out their activities, SMEs use e-commerce. To increase opportunities to reach new markets so that business growth can be faster.

E-commerce increases market opportunities, SMEs can measure their performance by involving the role of the internet in carrying out their activities. In the business field, social media is a communication tool between companies and customers through the exchange of information. The goal is to understand customer needs, more effectively so that they can respond quickly.

Online marketing of Batik Cikadu products requires the right strategy to be able to compete. Online marketing needs to take into account the development of information technology and consumer desires, which are constantly and rapidly changing. The purpose of this community service activity is to identify internal and external factors to determine strategy. By having good knowledge of digital marketing, Batik Cikadu SMEs can increase sales so that they can face competition.

Targets and Outcomes

The target of this training is to provide understanding and marketing strategies through digital marketing for SMEs Batik Cikadu. The material presented is expected to provide benefits in managing digital marketing to create business plans, promotions and increase sales.

1. The outputs of this community service activity include:
2. Understanding of digital marketing, e-commerce, and marketplace.
3. The results of the training can be applied directly to Batik Cikadu's electronic marketing, through social media and marketplaces.
4. Reports on the results of the implementation of activities are made in the form of journals and books together.

2. METHOD

This training activity was carried out in the context of National Community Service, Tanjung Lesung Special Economic Zone organized by the Indonesian Lecturer Association (IDRI) Banten Province on 22 May 2022. The materials presented included:

1. Basic knowledge of Digital Marketing and E-commerce
2. E-commerce activities in SMEs
3. Digital Marketplace
4. SME marketing strategy
5. Digital strategy for E-commerce

3. DISCUSSION

The implementation of this community service activity is aimed at Batik SMEs in the Cikadu Batik center, Tanjung Lesung, Pandeglang district, Banten. Participants receive training and assistance related to digital marketing and e-commerce, e-commerce activities in SMEs, digital marketplaces, SME marketing strategies, and digital strategies for e-commerce. Preparatory activities begin with site surveys, licensing and coordination. Training activities for SME partners are carried out by providing material according to the topics discussed, continued with application practices on social media.



Figure 1. Implementation of Training Activities

Batik Cikadu is one of the tourist villages in the Tanjung Lesung area, as part of the SEZ tourist area. Batik Cikadu has a variety of motifs that reflect the uniqueness of the Tanjung Lesung area by reflecting the lives of its citizens. Some of the Cikadu Batik motifs include one-horned rhinoceros, Mount Krakatau, rice mortar, debus, catfish, traditional houses, and many more. The most popular motifs are the one-horned rhinoceros and the gondang mortar.

Promotional designs are made to attract customers and expand customer reach[2]. Opportunities to use social media can affect the marketing level of the Cikadu Batik SME business, if done optimally. Optimization of existing social media to add to the marketing relationship network and allocate funds to improve finished information technology to facilitate online product marketing. By marketing products online, consumers can easily find products offered by sellers, where online marketing strategies can quickly reach marketing areas and can increase sales. Social media is an effective means to keep their business running and provide good prospects to increase sales volume. The digital marketing system provides online buying and selling media that facilitates the ordering and purchasing process.

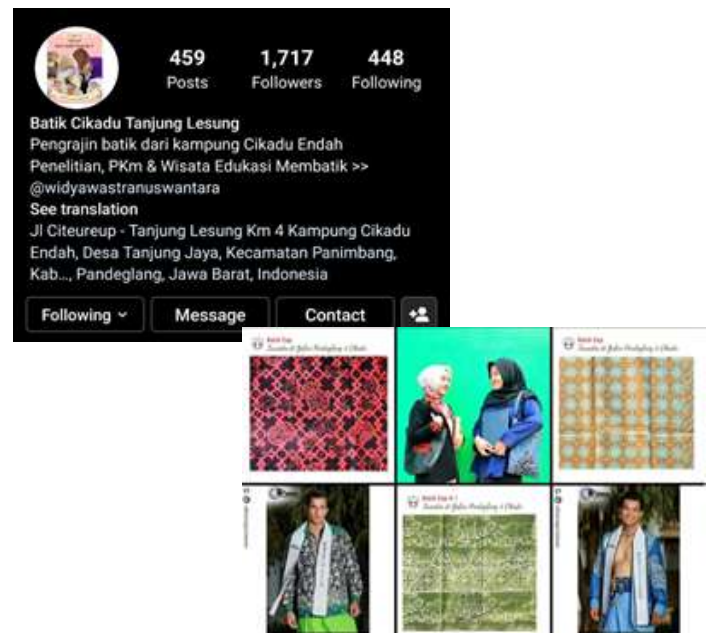


Figure 2. Batik Cikadu Tanjung Lesung Facebook page

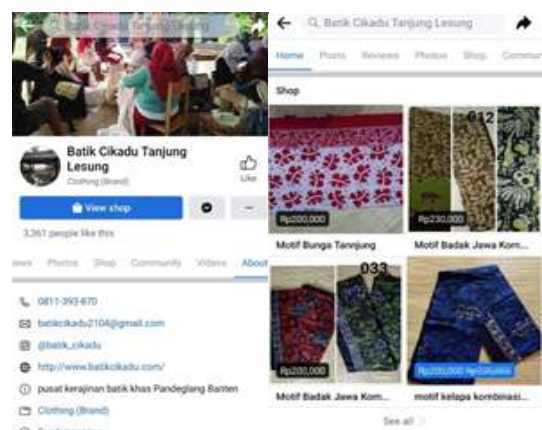


Figure 3. Batik Cikadu Tanjung Lesung Instagram page

Instagram is one of the top social networks, even reaching 1 billion monthly active users[3]. Instagram functions not only for advertising, but also for building a follower base of potential consumers who can provide insight and lend credibility to brands. Instagram has an emotional appeal to its content, and another to a rational appeal. Strategies developed for Instagram, namely:

- 1) Content Strategy
This strategy is based on posting content regularly, while also using hashtags and geotags.
- 2) Engagement and Follow
This strategy involves interacting with the target users, either by writing comments or following them. Over four weeks, the daily impact on follower count and average engagement can be tracked. The results show that the follow strategy is the most effective in generating follower growth, for both emotional and rational brands.

On the other hand, having a strong content strategy is the best way to drive engagement. The growth and engagement generated by the strategy was significantly higher for emotional brands. Batik Cikadu entrepreneurs must present their brand's Instagram content in a more sentimental way, adapting to the visually oriented culture of this social network, otherwise the results of their organic marketing efforts will not reach their true potential.

Purchase intentions sourced from social media obtained in the form of online community posts can even provide greater sales elasticity than traditional obtained media, namely publicity and press coverage. The positive impact of frequent community posting activity adds up over the long term creating a significant impact on sales. Despite the broad reach of traditional media, social media is often topic specific and therefore engages more highly engaged consumers. The positive effect of created social media content has an impact on consumer actions, namely following, engaging with brands and buying behavior. This shows the importance of growing the number of followers a brand has and creating an active community that engages with brand content through likes, comments and shares.

An e-commerce marketing strategy is a tactic that is planned to be used to promote an online store and get more sales. The strategy is a long-term idea of where the business is going based on knowledge of the market, trends, consumer research, brand values and products. E-commerce is a huge industry, with countless products, business models, and target groups, making it impossible to pinpoint just one best practice. What works for one seller with a particular product may not work for another seller who sells something else to another audience in a different market.

Here are some marketing tips for SME Batik Tanjung Lesung that will help to create and improve their marketing strategy.

- 1) Define target audience and market
To be able to find the right voice, message, channel, and offering, you must first understand your audience.
- 2) See what competitors are doing
Some of these may succeed by seeking what could be done better as well as a source of competitive advantage.
- 3) Setting targets based on benchmarks Before having your own data, it is necessary to base projections on industry benchmarks to give direction to work.

- 4) Researching marketing tools that can help.
There's so much marketing, so start with the many tactics available at affordable prices.
- 5) Added more marketing channels.
For example, you can add live chat when you have dedicated customer service staff.
- 6) Automation as much as possible
To thrive, small businesses need sales that come in automatically. The more hands-off you can do, the better. This is where marketing automation tactics like bulk email, automated workflows, notifications, and lead scoring come in handy.
- 7) Personalize communication
Ads, email, SMS, and live chat deliver much better results when personalized and relevant. Customers love the experience of being understood and not just getting another generic message.
- 8) Measuring e-commerce marketing results
The only way to know if a marketing strategy is working is to track your return on investment (ROI).
- 9) Building loyalty into strategy
Customer loyalty will increase profits, improve brand image, attract new customers who have heard about the product from other customers, This has a long-term impact.
- 10) Focus on profitability, not just sales.
One-time sales will cost more because of advertising and promotion prices. It will therefore be cheaper to drive repeat sales to current customers.

The advent of social media has opened new opportunities for brands to connect with consumers. Most SMEs today include social media in their communication and marketing strategies. Thus, brands must be at the forefront of making marketing strategies to remain relevant and competitive in the Batik SME industry, especially with faster growth.

4. CONCLUSIONS

The implementation of community service activities is located in the Batik Cikadu village, Tanjung Lesung, Pandeglang, Banten. The participants of this training are stamped and written batik craftsmen. This activity received positive appreciation and provided benefits for participants, including participants understand the importance of digital marketing and e-commerce, participants can create marketing strategies through social media and marketplaces to improve their business performance.



Figure 4. PKM Team and Training Participants

5. ACKNOWLEDGMENT

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